

Abstract

- Title:** Marketing research of customer satisfaction in Family Fitness Olgy Šípkové
- Objectives:** The goal of this thesis is to determine customer satisfaction of Family Fitness Olgy Šípkové based on their expectations and perception of actual value of provided services.
- Collect data based on the survey and then according to the acquired knowledge propose measures and solutions of the problems.
- Methods:** The method of this marketing research is the survey, questionnaire. The sample sizes were defined based on own discretion and easy accessibility. Respondents were sampled by simple random sampling.
- Results:** The result of marketing research is that the customers of Family Fitness are pretty satisfied. Yet there were acknowledge small imperfections. The fitness management should try to fix these problems. There are few measures and solutions in the conclusion.
- Keywords:** sport marketing, sport services, services, fitness centre, questionnaire